



Virginia Green Partner Profile:



Ivy Publications Charlottesville, Virginia



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, *Virginia Green* encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

Ivy Publications

"Ivy Publications is dedicated to being "The Ultimate Resource Making Parenting Easier & Growing Up Fun" for families in Charlottesville-Albemarle. We publish a weekly web site, weekly e-Newsletter, and print publications including AlbemarleFamily magazine, the Charlottesville Welcome Book, AlbemarleFamily's Let's Go! Guide to Charlottesville & More, and the Annual Family Organizer & Directory. "

Green Statement: "Ivy Publications is committed to utilizing green practices within our office as well as increasing awareness and supporting green activities throughout Charlottesville and the surrounding areas."

CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out emails or mailers to their membership about Virginia Green.
 - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
 - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile
- ☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:
 - Have conferences at a Virginia Green Lodging facility, and let the facility know that they want a "green event!"

- Minimize copying and always make 2-sided copies
- Use disposable foodservice items that are recyclable (in your area!)
- Use cloth napkins
- Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.

☑ Recycling and Waste Reduction. Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, steel cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies

- Track overall waste bills

Restrooms

- 1 Use bulk soap dispensers in public restrooms

Office

- Remove facility and staff names from junk mail lists when possible
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

Buildings and grounds

- Install carpet with sustainable or recycled content and low-VOC adhesives
- Use reused building materials or those from sustainable sources
- Use latex low or no-VOC paints
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)
- Minimize use of pesticides and herbicides in landscaping

☑ Water Conservation. Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - low flow restrictors on faucets and showerheads
 - low flow toilets

☑ Energy Efficiency. Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills

Lighting

- Use natural lighting
- Use lighting sensors to turn on/off lights
- Have installed high efficiency fluorescent ballasts and lamps (T-5 and T-8)
- Have installed compact fluorescent light bulbs in all rooms and canned lighting
- Have installed directional (downward-facing) lighting in parking areas and other outdoor areas

For more information on Ivy Publications, see www.albemarlefamly.com or contact Jen Bryerton at office@ivypublications.com.

For more information on *Virginia Green*, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

